



File No: 27167-000
S/N: 10/748,710

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Craig Shapiro, et al.

Group Art Unit: 3622

Serial No.: 10/748,710

Examiner: TBA

Filed: December 30, 2003

For: **Payment Systems and Methods for Earning Incentives Using at Least Two Financial Instruments**

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 2233-1450

**POWER OF ATTORNEY APPOINTING NEW COUNSEL
AND CHANGE OF CORRESPONDENCE ADDRESS**

As the assignee of the entire interest of the above-identified application, the undersigned authorized to act on behalf of the assignee hereby revokes all prior powers of attorney and hereby appoints the attorneys associated with Customer Number 32137.

Statement Under 37 C.F.R. §3.73(b)

The undersigned authorized to act on behalf of BCD Rewards, LLC., states that BCD Rewards, LLC., a company of Missouri, is the assignee of the entire right, title and interest of the above-referenced patent application by virtue of an assignment from the inventors to BCD Rewards, LLC., which was recorded in the U.S. Patent & Trademark Office at reel 015218, frame 0695, on October 5, 2004.

Change of Correspondence Address: It is hereby requested that the Correspondence Address for this application be changed to the Correspondence Address associated with Customer Number 32137.

The undersigned is authorized to act on behalf of the assignee.

Date: 6/12/06

DANIEL V. ZIMMERMAN

Typed or printed name

[Signature]
Signature

PRESIDENT
Title